

# WÖRÐŞMİT̂H

## NEWSLETTER OF ASSOCIATION OF TRANSLATORS, AGENCIES & LINGUISTS



March 2022

### Editor Words:

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Finally, the weekend arrived, after a long, tiring, exhausting week of time off in lieu. You overslept Sunday morning, made your lazy brunch with a cup full of warm coffee, tucked yourself in a fuzzy blanket, and rolled over to put on the series you've been waiting the whole week for. It's the same show that memers are making memes about, brands are using references to, and creators are creating content for.

Just like any normal human being that is stuck in your head since it's getting hyped on the internet and even around your friend circle. So you put on episode one with so much anticipation. Darn! It's in Spanish, but it's a good thing we have subtitles. It stopped your Sunday being a bad one.

Now that I have your attention, let me give you a headstart on the value of subtitling in the over-the-top (OTT) segment. OTT platforms don't always get it right, but the fact that it offers subtitles and dubbed content in various languages besides English already puts it well ahead of the pack. Let me get started without further ado.

### Subtitling in OTT Platform:

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Subtitling on the OTT platform is one of the most crucial elements that affect the view of a movie. We will talk about the significance of subtitling on the OTT platform and its benefits. The OTT program, which is still in its early stages, has some flaws, such as its multilingual subject basis, the inability of hearing impaired and hard of hearing people to understand the tape voices, quickly uttered words, and dialects with multiple emphases.

People worldwide started scaling into this outlet, and attention to multilingual subjects and multiple genres thrived solely on the sheer accomplishment the content (films, documentaries, live streaming series) made. It could not have been apparent without the captioning in their select option of language. There has been an absolute claw in OTT users since the pandemic as people have avoided stepping out.

Multilingual spectators from all over the globe have taken advantage of closed captioning or subtitling as they can be turned on and off at the spectator's comfort. It is the most adaptable captioning method. Series/films/live tapes without subtitles would have been food without salt and seasonings. Subtitles have fully enabled it to garner many viewers all over the globe, irrespective of their priorities in audio dialect. Subtitling is no longer an amenity for OTT platforms, but a requirement. Each new OTT app on the market needs subtitles to be technically obliging.

/^T/^L provides quality-aware subtitling assistance, ensuring that the subtitles are highly factual, detailed, and improve viewership significantly. We have a fast backtracking time to prioritise the client's deadlines. We deliver subtitle services that conserve the client's confidential data. /^T/^L delivers professional subtitling assistance to stimulate the engagement ratio with your video content.

# Members Benefits:

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## **Payment Claim Mails**

Soft email claim mails can be sent for long outstanding dues on member's behalf to the fraternity.

## **Arbitration Settlement**

Members may request us for settlement of due amount or agencies for undue claims on quality issues.

## **Seminars and Workshops**

Members can host and attend webinar meets online for which we will assist in advertising such events.

## **Mass Mail**

The promotion of translator to over 60,000 companies through mail will also be on offer at a cost.

## **Job Postings**

Permitted for members, without charge, including contact details visible to members and only job details for others.

## **Free Advertising**

Member agencies and translators can present their strength through a portfolio for others (three times) at no cost.

## **Travel Guidance**

Information assistance to members while visiting other countries through other members of that country will be arranged.

## **Quality Assurance**

^T^L will try and ensure that members who use the brand will be good in their service and payments.

## **Escrow Payments**

Will be accepted with recall from members for larger transactions or for unknown agencies on behalf of translators.

## **Physical Verification**

We will use our network of friends to physically verify the existence of any translator or Agency.

## **SOS Assistance**

SOS assistance through associates on travel to distant lands for the member translator or agency on request.

## **Business Valuation**

^T^L can assist for the primary valuation of business worth, should it be required by any agency.

## **Useful Information**

File formats, language codes, font and script look, time zone study are just a few member advantages.

## **Payment Insurance**

Translators can request for payment Insurance which will make it easier for trust across thus worldwide fraternity.

## **Credit Worthiness**

Becoming an ^T^L member will give you a higher credit over non-members and you gain more business.

## **Advertising Space**

Will be offered at no cost to members who wish to present events or advantages to other members.

## **Fraternity Branding**

Members can use the association logo for goodwill and camaraderie with an entire organisation to back them.

# Lets tickle your belly with your favourite show's punchlines.

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1. "Sometimes I'll start a sentence and I don't even know where it's going. I just hope I find it along the way."  
- Michael Scott, 'The Office'.
2. "You can't spell America without Erica."  
- Erica, 'Stranger Things'.
3. "An apple a day keeps anyone away, if you throw it hard enough".  
- Marie Mjolnir, 'Soul Eater'.
4. "Claustrophobic? Who would ever be afraid of Santa Claus?"  
- Jason, 'The Good Place.'
5. "Interesting you're afraid of insects and women. Ladybugs must render you catatonic."  
- Sheldon Cooper, 'The Big Bang Theory'
6. "Phoebe: "You are not gonna believe this - I have just been discovered!  
Chandler: "Now wait a minute. I claimed you in the name of France four years ago!"  
- 'F.R.I.E.N.D.S'
7. "It's going to be legen" - wait for it, and I hope you're not lactose intolerant because the second half of the word is dary!"  
- Barney, 'How I Met Your Mother'.
8. "By the way, Y-O-U-apostrophe-R-E means 'you are'. Y-O-U-R means 'your'."  
- Ross, 'F.R.I.E.N.D.S'.

## CANTACT US

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